CASE STUDY:

UX Boosts Non-Profit Conversions by +600% and +97%



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Client: <u>The Casey Foundation</u> Industry: Non-Profit Services: Analytics

The Challenge:

The Casey Foundation releases a yearly publication (available for users to download) that provides information on America's child population at both a national and state level.

Using historical data from previous years, Seer's goal was to provide recommendations that would ultimately increase traffic to key conversion pages while driving more Report Downloads year-over-year.

Our Approach:

Through behavioral analysis of Hotjar heatmaps and data from Google Analytics, Seer discovered pain points in the user journey that were presenting barriers to conversion on report page templates.

Recommendations:

- > Change the page layout for a clearer path to action
- > Require fewer steps for users to convert
- > Increase the visibility of important links

The Results:

- > +600% State Report Downloads
- > +97% Annual Report Downloads
- > +145% Homepage Report Downloads
- > +30% Traffic to Report Landing Pages

" The Casey Foundation has long encouraged Non-Profits and public systems to make change for kids and families based on data and what works. When Seer offered new on-site strategies — based on user behavior — to improve how our readers accessed the Foundation's KIDS COUNT Data Book, we felt confidence as we iterated our designs. While the metrics of this project's success mostly center around marketing conversions, the true benefit is that more individuals were able to learn about child well-being in their state and, hopefully, start to create change. "

— John Hodgins, Sr. Communications Manager



THE ANNIE E. CASEY FOUNDATION

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📦 DATA BOOK



The Casey Foundation's 2018 KIDS COUNT® Data Book warns that the 2020 census is mired in challenges that could shortchange the official census count by at least 1 million kids younger than age 5. This discrepancy would put hundreds of millions of federal dollars at risk and, in doing so, underfund programs that are critical for family stability and opportunity.

The Data Book also looks at trends in child well-being during a period that saw continued improvement in economic well-being but mixed results in the areas of health, education and family and community factors. The report includes the Foundation's signature rankings in key areas of child well-being. This year, New Hampshire is at the top of the rankings.

ORDER YOUR COPY > VIEW HOW ALL STATES RANK ON THE KIDS COUNT INDEX > SEE YOUR STATE'S DATA PROFILE > ACCESS NATIONAL AND STATE NEWS RELEASES >

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Data Book Quick Links

Foreword on the Undercount of Young Children **Overall Child Well-Being** Economic Well-Being Appendices Copyright, Citation and Usage Data Book Extras The KIDS COUNT index on the Data Center National and State Data Profiles

2019 KIDS COUNT Data Book

2019 State Trends in Child Well-Being By the Annie E. Casey Foundation

June 16, 2019

DATA BOOK





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> Summary > 2019 State Data Profiles on Kids Well-Being > Trends and Overall Child

Well-Being

← BEFORE

> Family and Community

Summary

The 3oth edition of the Annie E. Casey Foundation's KIDS COUNT® Data Book begins by exploring how America's child population — and the American childhood experience — has changed since 1990.





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Select a state:

2019 State Data Profiles on Kids Well-Being

View the national data profile (also available in Spanish) or download your state's data profile as a PDF below:

AFTER →

Alabama	Florida	Louisiana	Nebraska	Oklahoma	Texas
Alaska	Georgia	Maine	Nevada	Oregon	Utah
Arizona	Hawaii	Maryland	New Hampshire	Pennsylvania	Vermont
Arkansas	Idaho	Massachusetts	New Jersey	Puerto Rico	Virginia
California	Illinois	Michigan	New Mexico	Puerto Rico	Washington
Colorado	Indiana	Minnesota	New York	(Spanish)	West Virginia
Connecticut	Iowa	Mississippi	North Carolina	Rhode Island	Wisconsin
Delaware	Kansas	Missouri	North Dakota	South Carolina	Wyoming
District of	Kentucky	Montana	Ohio	South Dakota	
Columbia				Tennessee	





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One Million Missing: Undercount of Young Kids in 2020 Census Threatens Gains

The 2018 KIDS COUNT® Data Book warns that the 2020 census is mired in challenges that could shortchange the official census count for kids younger than age 5.

AD OUR BLOG POST

← BEFORE

Now Available: The 2019 KIDS COUNT Data Book

In addition to looking at recent well-being trends, the 30th edition of the *Data Book* explores how America's child population has changed since 1990.

READ OR DOWNLOAD THE DATA BOOK >

AFTER →





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